

Rep Order# 8880265 Ver# 1 Status New
EC'd Yes

Traffic Order# 37577

Printed: 10/11/2012 1:30 PM
Last Received: 10/11/2012 9:58 AM
Showing Buylines: All Lines

1 of 4

Station KLAS-TV LAS VEGAS
Advertiser () CROSSROADS GPS
Product ISSUE
Estimate# 1192
Buyer EMILY MILHOAN
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E //1192
Flight Dates 10/12/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

STARTS FRI, OCT12
SHARES ARE ESTIMATED
PLS CNF T/R
JAKE FOR MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	500A-600A	NEWS NOW AT 5	:30	\$1,200.00	10/15-10/19	5	1	5	\$6,000.00	
	2	F	600A-700A	MORN NEWS ROT	:30	\$1,400.00	10/12-10/12	1	1	1	\$1,400.00	
	3	M-F	600A-700A	MORN NEWS ROT	:30	\$1,400.00	10/15-10/19	4	1	4	\$5,600.00	
	4	F	700A-900A	CBS THIS MORN	:30	\$1,400.00	10/12-10/12	1	1	1	\$1,400.00	
	5	W-F	700A-900A	CBS THIS MORN	:30	\$1,400.00	10/17-10/19	3	1	3	\$4,200.00	
	6	M	700A-900A	CBS THIS MORN	:30	\$1,400.00	10/22-10/22	1	1	1	\$1,400.00	
	7	F	900A-1000A	LIVE WITH KELLY	:30	\$1,200.00	10/12-10/12	1	1	1	\$1,200.00	
	8	M-F	900A-1000A	LIVE WITH KELLY	:30	\$1,200.00	10/15-10/19	5	1	5	\$6,000.00	
	9	M	900A-1000A	LIVE WITH KELLY	:30	\$1,200.00	10/22-10/22	1	1	1	\$1,200.00	

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	10	F	1200P-1230P	NEWS NOW AT NOON	:30	\$1,300.00	10/12-10/12	1	1	1	\$1,300.00	
	11	M-F	1200P-1230P	NEWS NOW AT NOON	:30	\$1,300.00	10/15-10/19	5	1	5	\$6,500.00	
	12	M	1200P-1230P	NEWS NOW AT NOON	:30	\$1,300.00	10/22-10/22	1	1	1	\$1,300.00	
	13	TU-F	300P-40CP	ELLEN	:30	\$1,600.00	10/16-10/19	4	1	4	\$6,400.00	
	14	M	300P-40CP	ELLEN	:30	\$1,600.00	10/22-10/22	1	1	1	\$1,600.00	
	15	F	400P-50CP	NEWS NOW AT 4	:30	\$1,600.00	10/12-10/12	1	1	1	\$1,600.00	
	16	M-F	400P-50CP	NEWS NOW AT 4	:30	\$1,600.00	10/15-10/19	5	1	5	\$8,000.00	
	17	M	400P-50CP	NEWS NOW AT 4	:30	\$1,600.00	10/22-10/22	1	1	1	\$1,600.00	
	18	F	500P-630P	NEWS NOW ROT	:30	\$1,700.00	10/12-10/12	1	1	1	\$1,700.00	
	19	M-F	500P-630P	NEWS NOW ROT	:30	\$1,700.00	10/15-10/19	5	1	5	\$8,500.00	
	20	M	500P-630P	NEWS NOW ROT	:30	\$1,700.00	10/22-10/22	1	1	1	\$1,700.00	
	21	F	630P-700P	INSIDE EDITION	:30	\$3,500.00	10/12-10/12	1	1	1	\$3,500.00	
	22	TU-F	630P-70CP	INSIDE EDITION	:30	\$3,500.00	10/16-10/19	3	1	3	\$10,500.00	
	23	M	630P-700P	INSIDE EDITION	:30	\$3,500.00	10/22-10/22	1	1	1	\$3,500.00	
	24	F	700P-800P	ET/INSIDER	:30	\$3,500.00	10/12-10/12	1	1	1	\$3,500.00	

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	25	TU-F	700P-800P	ET/INSIDER	:30	\$3,500.00	10/16-10/19	4	1	4	\$14,000.00	
	26	M	700P-800P	HAWAII 5-0	:30	\$20,000.00	10/15-10/22	1	2	2	\$40,000.00	
	27	F	1100P-1135P	NEWS NOW AT 11	:30	\$2,700.00	10/12-10/12	1	1	1	\$2,700.00	
	28	TU-F	1100P-1135P	NEWS NOW AT 11	:30	\$2,700.00	10/16-10/19	3	1	3	\$8,100.00	
	29	M	1100P-1135P	NEWS NOW AT 11	:30	\$2,700.00	10/22-10/22	1	1	1	\$2,700.00	
	30	W	1000P-1100P	CSI	:30	\$20,000.00	10/17-10/17	1	1	1	\$20,000.00	
	31	TH	900P-1000P	PERSON OF INTEREST	:30	\$25,000.00	10/18-10/18	1	1	1	\$25,000.00	
	32	F	800P-900P	CSI NY	:30	\$10,000.00	10/12-10/19	1	2	2	\$20,000.00	
	33	SA	1000A-1230P	ACC FTBALL	:30	\$1,000.00	10/13-10/20	1	2	2	\$2,000.00	
	34	SA	1100P-1135P	NEWS NOW AT 11	:30	\$1,500.00	10/13-10/20	1	2	2	\$3,000.00	
	35	SU	1100P-1135P	NEWS NOW AT 11	:30	\$1,500.00	10/14-10/21	1	2	2	\$3,000.00	
	36	SU	800A-830A	NEWS NOW SUN	:30	\$1,500.00	10/14-10/21	1	2	2	\$3,000.00	
	37	SU	500P-530P	NEWS NOW SUN AT 5	:30	\$300.00	10/14-10/21	1	2	2	\$600.00	
	38	SU	1000P-1100P	THE MENTALIST	:30	\$20,000.00	10/14-10/21	1	2	2	\$40,000.00	

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	39	SU	1135P-1205A	GAMETIME UNLV	:30	\$350.00	10/14-10/21	1	2	2	\$700.00	

—REPORT TOTALS—

Report Totals: 83 / \$274,400.00

—SALES MONTHLY TOTALS—

Oct 12: 83 / \$274,400.00
Sales Totals: 83 / \$274,400.00
Station Totals: 83 / \$274,400.00
Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$914,667	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+